

DEVELOPING YOUR USP

Creating your unique selling proposition is, simply, creating a short description of your product or service that allows customers to understand what you do and why they should choose you over your competitors.

Using John Carlton's approach:

John Carlton, "the most respected writing teacher alive," has broken down his approach to creating USPs into three sections. Try using this as a guide:



1. **We help** (*your target audience*)
2. **Do** (*What is it that you help your target audience accomplish?*)
3. **Even if** (*the worst case scenario happens*)

For example:

"I/We help [group of people] do [benefit] better than [competitor]."



Many times, a USP focuses on 1 of 3 categories:



QUALITY



PRICE



SERVICE

DON'T FORGET...

“The world will not invite you to the feast. You must burst in, demand a seat, and take it.”

John Carlton



Read more
about **USPs** from
[The Economist](#).